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Spotlight

ON FOREIGN MARKETING



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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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TOYKO WORKSHOPS SCHEDULED

Five, one-day market development workshops, modeled after the European workshops just completed, will be held in Tokyo, March 27 — April 3. Program management and supervision will be stressed. Marketing plan content and techniques for the fiscal 1968 programs will also highlight the agenda.

The major participating cooperators will be Western Wheat Associates, U.S. Feed Grains Council, American Soybean Association, Institute of American Poultry Industries, National Renderers Association, California-Arizona Citrus League, and the California Raisin Advisory Board.

Further emphasis to operations and management will be given at a series of individual cooperator project administrative sessions to be held in conjunction with the workshops. The sessions will be held March 24 — April 11 at the Far East offices of the cooperator organizations.

Participants at the Tokyo workshops will include Berk Beukenkamp and Keith Vice of FAS/Washington,

representatives of the FAS commodity divisions, the Tokyo, Manila and New Delhi agricultural attaches, the agricultural officer in Hong Kong, commercial secretary in Taiwan, and cooperator representatives in Japan, India, Taiwan and The Philippines. Dick Passig of the FAS Trade Projects Division will be conducting the Tokyo, Taiwan, Manila and New Delhi administrative sessions.

Similar workshops and cooperator administrative sessions were successfully conducted at London, Frankfurt, Rotterdam, Zurich, Rome, Cairo, Beirut and Hamburg, January 9 — February 3. The workshops provided an opportunity for analysis of current cooperator programs and consideration of market development plans for next year. The administrative sessions concentrated on the benefits and requirements of the new cooperator expenditure and program analysis system. The changes to be brought about by this new Automatic Data Processing system were fully discussed in 21 cooperator offices located in the cities where the workshops were held as well as with representatives of 10 other countries attending the workshops.

NEW FOODS SECTIONS PLANNED FOR TRADE SHOWS

U.S. foods that are new to individual European consumer markets will be spotlighted in U.S. trade exhibits at Edinburgh, Dublin, Leeds and Dijon this year.

A special section in each U.S. Exhibit will be used to introduce, demonstrate and sell the U.S. foods that are new to the area. Muffin mixes, TV dinners and frozen vegetables are among the many specialty items to be featured. The foods section will share space with the regular cooperator booths and with local agents who will be demonstrating and selling their regular line of American foods.

This new market development arrangement will premiere at the Ideal Home Exhibition in Edinburgh, Scotland, April 19 — May 6. Special food sections will also be featured in the fall at the First International Food Fair in Dublin, Ireland, September 7-16; the Yorkshire Food Fair in Leeds, England, September 20-30; and the National Fair of Food, Wine and Gastronomy in Dijon, France, November 4-12.

The food sections will introduce the products to the trade and give consumers a chance to taste the new foods. In-store promotions will be carried on simultaneously with several of the exhibits.

WHEAT TECHNICAL TRAINEES

Typical of the technical trainees in market development is Minori Niwa, a 31-year-old research specialist for

the Shikishima Baking Company in Japan. Wheat Associates is currently sponsoring Niwa on a year's assignment at Doty Laboratory in North Kansas City, Missouri.

While in the U.S., Niwa will learn how to evaluate quality and best utilize U.S. wheat by using all types of laboratory tests. He will be trained in vitamin analysis, baking tests, protein, farinograph, extensograph and other operations.

Following his study at Doty, Niwa will visit Kansas State University, the American Institute of Baking and various baking companies. Upon his return to Japan in March, he will teach some courses and conduct lectures for the Japan Institute of Baking, one of Wheat Associates principle 3rd-party cooperators.

Niwa is the second laboratory technician to study at Doty. The first, Michio Uchida, left the U.S. last March on completion of a similar training program. Uchida is now assistant director, science and technical laboratory, Japan Institute of Baking.

WHEAT EXHIBIT & SEMINAR AT TOKYO TRADE CENTER

A U.S. Wheat Exhibit and Seminar, sponsored by Wheat Associates and FAS, will take place at the Tokyo Trade Center, March 13-24.

The exhibit will be devoted to displays on production, transportation, storage, breeding, and grading of wheat, as well as a special display of the latest convenience foods containing U.S. wheat.

American wheat specialists will present a series of seminars during



Marketing plans for poultry in FY 1968 was the subject of a two-day meeting, January 12-13, held in conjunction with the Frankfurt Market Development Administrative Workshop. Staff members of the Institute of American Poultry Industries, Batten, Barton, Durstine and Osborn (the advertising agency for IAPI), and FAS attended the conference.

the show. Their subjects will cover grain grading, plant breeding, new wheat products and marketing. There will also be a baking exhibit and demonstration and a sandwich promotion. Attendance at the seminars will be by invitation only. Invitees will include commercial bakers, selected food retailers, supermarket operators, restaurateurs, home economists, chefs, nutritionists, grain traders, flour millers, government officials, and others.

Among U.S. industry organizations assisting Wheat Associates and FAS in presenting the March show are the North American Grain Export Association, which will put on a seminar on grain marketing, and the U.S. Wheat Flour Institute, which will present a

seminar on sandwich promotion and another on new wheat products.

Japan today is the world's largest cash customer for U.S. wheat, total purchases in calendar 1966 amounting to 2,030,242 metric tons — a record for the fourth year in a row.

AGRICULTURAL EXPORTS BECOMING MORE IMPORTANT

A comparison of the U.S. agricultural exports in 1965/66 with 1953/54 (the year preceding PL 480) reveals the following:

- The exports have increased \$3.8 billion, from \$2.9 billion to \$6.7 billion. In July-December 1966, they were at an annual rate of over \$7 billion.
- During this 12-year period, U.S. agricultural exports had a 6 percent greater gain in volume than in value.
- The U.S. is contributing 20 percent of the world's agricultural exports, compared with 10 percent in 1953/54.
- One-fourth of the Nation's harvested acreage produced for export in 1965/66. This compares with about 9 percent 12 years earlier.
- For the U.S. as a whole, 17 cents out of every farm market dollar came from exports, as compared to 10 cents in 1953/54.
- In 1965/66, 20 of the 50 States had farm exports of \$100 million or more, while in 1953/54 only 7 States had reached this level.
- Annual U.S. agricultural exports for dollars have increased nearly \$3 billion since 1955/56 when the market development program began.

SORGHUM EDUCATIONAL PROJECT IN INDIA

A recent sorghum educational project in India provides an example of how cooperators can help activate more effective use of PL 480 commodities.

In 1966 the Indian government agreed to take about 2 million tons of sorghum on an experimental basis to supplement the limited supplies of U.S. wheat. Sorghum was a new product to most of India and it soon became apparent that an educational program was needed to show the Indians how to handle, store, and use U.S. sorghum for food purposes.

Wheat Associates in cooperation with FAS and the U.S. Feed Grains Council agreed to send Dr. Joellene Vannoy, its nutritionist in Thailand, to survey and report on the special problems concerning the preparation and acceptance of sorghum in India. Tests were completed indicating that sorghum would be acceptable to the people of that country.

This was followed by a three-man mission sponsored by FAS, Wheat Associates, and the U.S. Feed Grains Council to provide technical assistance to the Government of India on the handling and storage of sorghum. The team visited ports and storage depots and instructed government officials and the private trade on the most effective means of handling and storing the product.

Dr. Vannoy returned later in the year to conduct an educational project with consumers and food groups in India. She worked with Indian home economists in universities, State gov-

ernments and private organizations in developing recipes which would fit sorghum into the India dietary pattern.

An information and recipe folder on sorghum was printed in Bengali for distribution in West Bengal (the state in which Calcutta is located) an area that had never used sorghum before. Educational posters on sorghum were displayed at the fair price shops. Two mobile demonstration units, which had been earlier used for wheat, were reactivated and used to help educate the people about the use of sorghum. Demonstrations were conducted in about two villages a day and within 5 months had reached 25 percent of the villages in the area.

As a result of this cooperative educational campaign, sorghum has become a much more acceptable and useful food to the people of West Bengal.

EXECUTIVE ASSISTANT NAMED BY NATIONAL RENDERERS

Dean A. Specht, Executive Director, National Renderers Association, has appointed Robert J. Werner as his Executive Assistant with responsibilities in market development.

Mr. Werner has had extensive experience in trade association management and for the past six years has been with a multiple association management firm, Robert J. Mayer & Company in Chicago. He will be assisting in the coordination of NRA sponsored projects, plus communication with members and allied industries and arrangements for conferences and meetings.



ROBERT J. WERNER

MARKET DEVELOPMENT BROCHURE PUBLISHED

A 16-page brochure, "Building Export Markets for U.S. Farm Products", has been printed by FAS to assist cooperators and government program workers in informing the trade about the market development program.

The booklet points up the importance of the agricultural export market, the organization and techniques of the government-industry program, the trade fair and trade center activities, and the contributions of the major cooperator organizations. Sixty-three cooperators are listed, including those participating under short term contracts or special arrangements.

The foreword by Secretary of Agriculture Orville L. Freeman states in

part: "Thousands of people — in the Department of Agriculture, in private agricultural groups, and in private trade organizations — have combined their talents in a highly successful market development program. I commend them and their achievements. The rise in our agricultural exports in the 1960's has been spectacular.... Even greater accomplishments lie ahead. With hard work and the continued cooperation of all engaged in foreign market development, we can move ahead rapidly to goals which seemed far out of reach less than a decade ago."

Copies are being mailed to the readers of Spotlight.

CALIFORNIA PROMOTIONS

The November 1966 issue of Western Advertising magazine has a feature "\$3.7 Billion Ain't Hay" (California cash farm income in 1965), featuring the domestic and foreign promotions of the cling peach, raisin and prune advisory boards.

There are about 30 advisory boards, committees and councils in California spending around \$10 million annually for commodity promotions, including promotions of the cling peach, raisin and prune advisory groups in overseas markets. The advisory boards operate under the California Marketing Act and U.S. Marketing Agreement Act of 1937. Under terms of the agreements up to 4 percent of the gross dollar volume of sales may be spent for advertising and promotion. All the funds come from the industry — no state appropriations are involved.

The article outlines the FAS-Cooperator projects for cling peaches, raisins and prunes in Western Europe and Japan and how the industry groups are contributing to this development.

ARE PRUNES NUTS?

Although prunes are very definitely a fruit, many Japanese people think they are nuts. One Japanese packer included them in a gift package labeled "Nuts of the World".

The California Prune Advisory Board decided some educational work was necessary and in June of 1966 launched a market development program in Japan. Katsunari Toyoda, an American-educated Japanese with ex-

perience in marketing and promotion, was hired to conduct the activities.

The program started with a booth at the U.S. Foods Exhibit in Tokyo in August 1966. Ray Jewell, manager of the California Prune Board, went to Tokyo to supervise the exhibit and to meet with importers and traders. Samples of large cooked California prunes were given to all visitors to the booth along with a color leaflet outlining the growing and processing story of California prunes.

In November, the Board appointed Hiroyasu Ohyama, a marketing specialist, to work with Katsunari Toyoda. Ohyama will call on importers and traders as well as restaurants, hotels, hospitals, schools and government offices to encourage them to include California prunes in their menus.



HERE and THERE

Leaders of the Feed Grains Council will meet in Lisbon, Portugal, February 21-23, to develop marketing plans for fiscal year 1968. Policies regarding the development of country programs will also be discussed. Those expected to attend include President Thomas F. Toohey; Clarence D. Palmby, Executive Vice President; Allen W. Golberg, European Director; Darwin E. Stolte, Livestock Development Specialist; and the Directors of the European offices, Norman Comben, Klaus Werner, Romano Graziani, Conrad Amavisca, and Soto Vlastaris. Colin Campbell and Bruno Biseo of the London and Rome offices and Ed Seeborg of the FAS Grain and Feed Division will also attend.

Philip DeVany, Michigan Bean Shippers Association, writing in the January 16 issue of Foreign Agriculture magazine, gives credit to trade fairs for greatly increased sales of navy beans in the European market. DeVany says trade fair participation has been useful in giving the U.S. canners a wide exposure to potential customers and in demonstrating to these customers that the Association is interested in helping them develop a market for Michigan navy beans.

Cotton leaders are optimistic about the long range prospects for cotton as a result of the recent U.S. referendum for research and promotion, and plans for greatly expanded foreign research and promotion of the International Institute for Cotton. Officials of the National Cotton Institute and Cotton Producers Institute believe the new programs will help meet the competition of man-made fibers and spur the cotton industry in obtaining a larger share of the fiber market.

Our Foreign Agriculture Trade, a new agriculture information bulletin of the Economic Research Service, USDA, outlines in graphic form the importance of U.S. agriculture exports, how they have developed, the leading markets, and methods of export. The 24-page, 5-1/2 x 9 inch leaflet also gives information on agriculture imports and the role of Food for Peace and other government programs in agriculture trade. Copies can be secured by writing to SPOTLIGHT.

Ed Collins, former Georgia State Director for the Community Development Service, has joined the International Trade Fair Division as a market analyst. He will be working with Berk Beukenkamp of Export Programs on a market survey this spring in the Bangkok trading area.

Henry Hinck, formerly with Sealtest Foods in Charlotte, North Carolina, is on temporary assignment to the International Trade Fair Division to coordinate the exhibits of 41 U.S. firms at the frozen food show at the London Trade Center, February 14-23.

Four annual meetings of the cotton industry are taking place this month. The National Cotton Council, Cotton Producers Institute and Cotton Council International met at San Francisco, February 6-11. The Cotton Research Clinic and Marketing Conference is being held at Pine Mountain, Georgia, February 14-17.

A "Mobile Bakery Advisory Service" has been operating in India since 1961 under sponsorship of Wheat Associates and one of its third-party cooperators, Messrs. Shaw Wallace and Co., the distributor for the Indian Yeast Company. A large mobile bakery van has made four complete tours to bakeries in the major cities. This has now been replaced by a smaller unit for visits to the smaller towns. The demonstration unit provides information for improving bakery methods and advice on bakery mechanization, sanitation and related subjects.

Richard Gonzalez, Wheat Associates baking technician, is on a 6-month assignment in the Philippines, Thailand and Taiwan, working with millers and bakeries to improve the quality of wheat products. A baking school in Taiwan is among the plans under considerations.

Elmer Winner, after completing his tour of duty at the London Trade Center, is on temporary detail with the International Trade Fairs Division in Washington making plans for a major promotion in Tokyo - 1968.

Four Japanese home economists will be arriving in the U.S. February 26 for visits with leading home economists and food editors in the New York, Chicago, and San Francisco areas. The team is sponsored by Asahi Shimbun, a Japanese newspaper, and the U.S. Feed Grains Council. The team members will be looking for means of stimulating the Japanese to improve their diets through increased consumption of eggs, poultry, milk and meat.

Ferenc Molnar, Executive Vice President, Soybean Council of America, is now supervising market development activities out of the U.S. headquarters in Arlington, Virginia.

Henning Vontillius, marketing specialist, Great Plains Wheat, has changed his base of operations from Rotterdam to Washington, D.C. J. D. A. Van Wijerden, a native of The Netherlands, formerly with the U.S. Feed Grains Council, has moved into Henning's position at Rotterdam. Because of Henning's special knowledge of Europe, he is expected to continue his travels to that area.

Cotton promotion activities of the newly formed International Institute for Cotton are getting underway in Western Europe. In Belgium, the emphasis is on men's and women's sportswear, in Norway and Denmark programs are being developed for leisure wear, and in Germany cotton is being featured in fashion shows and in a news reel strip on nurses garments.

The U.S. ANUGA exhibit, September 30 - October 8, Cologne, Germany, will feature a Hall of States spotlighting food products from an estimated 15-20 agriculture states. Seven states participated in a similar promotion at the IKOFA exhibition in Munich last year. The 20,000-square-foot exhibit, the largest U.S. food and agricultural exhibit this year, is being designed by Yang/Gardner Associates, New York City.

TIMES HAVE CHANGED

From the January 1, 1967 Report To
Nebraska Wheat Growers

In his final report as president of the Nebraska State Board of Agriculture in 1876, J. Sterling Morton wrote:

“Wheat growing for exportation will not pay. It wears out the soil, the men who till it, and the reputation of the State....”

Nebraska in 1966 ranked third (next to North Dakota and Kansas) in U.S. wheat production of which over 50 percent is now going to foreign markets.